

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 07343 191343Z

56

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 062173

R 191244Z JUL 76
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 8187
USDOC WASHDC
INFO AMEMBASSY TEL AVIV

UNCLAS TEHRAN 7343

E.O. 11652: NA
TAGS: BEXP, IR
SUBJ: FY 78 USDOC/CAGNE TRADE PROMOTION PROGRAM

REF: STATE 136618

1. SUGGESTED PRODUCT THEMES FOR PROMOTION DURING FY 78,
RATIONALE, PROMOTIONAL VEHICLES AND STATUS OF RESEARCH
AS FOLLOWS:

A. TEXTILE EQUIPMENT

(1) RATIONALE: RESEARCH JUST RECEIVED FROM CNTRACTOR
IS FAVORABLE AND RECOMMENDS TC SHOW. MARKET EXPANSION
AND RELOCATION PRODUCTION FACILITIES WILL MAKE FY
1978 PRIME TIME FOR EXHIBITION.

(2) PROMOTIONAL VEHICLE: TC SHOW

(3) RESEARCH: JUNE 1976

B. CHEMICAL/PETROCHEMICAL EQUIPMENT

(1) RATIONALE: THIS IS IRAN. PUBLIC INVESTMENT IN
THIS SECTOR IS EXCEEDED ONLY BY GOI PLANS FOR SAME.

(2) PROMOTIONAL VEHICLE: TC SHOW

(3) RESEARCH: TO BE CONTRACTED IN SEPTEMBER 1976
PER USDOC 8584.

C. FOREST RESOURCES, PRODUCTS AND QUIPMENT

(1) RATIONALE: RESEARCH ON THIS MARKET NEARING
COMPLETION AND WILL BE FAVORABLE. PRODUCTS WITH
POTENTIAL COVER WHOLE WOOD PROCESS FIELD FROM INITIAL
FOREST EXPLOITATION EQUIPMENT TO FURNITURE AND PAPER
MANUFACTURING EQUIPMENT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TEHRAN 07343 191343Z

(2) PROMOTIONAL VEHICLE: TC SHOW

(3) RESEARCH: JULY 1976

D. AUTOMOTIVE REPAIR AND DIAGNOSTIC EQUIPMENT

(1) RATIONALE: TOTAL VEHICLE POPULATION WILL EXCEED 1 MILLION BY 1977 AND DEMAND OF LOCAL END USERS FOR DIAGNOSTIC AND REPAIR EQUIPMENT HAS INCREASED SIGNIFICANTLY SINCE FEBRUARY 1975 SHOW ON THIS THEME.

(2) PROMOTIONAL VEHICLE: TC SHOW

(3) RESEARCH: DECEMBER 1973

E. MEDICAL EQUIPMENT

(1) RATIONALE: BOTH PUBLIC AND PRIVATE SECTORS CONTINUE TO INVEST HEAVILY IN THIS FIELD, AND AN FY 1978 SHOW WOULD BE IDEALLY TIMED TO CATCH MOMENTUM GAINED SINCE JUNE 1976 EXHIBITION.

(2) PROMOTIONAL VEHICLE: TC SHOW

(3) RESEARCH: DECEMBER 1973

E. MEDICAL EQUIPMENT

(1) RATIONALE: BOTH PUBLIC AND PRIVATE SECTORS CONTINUE TO INVEST HEAVILY IN THIS FIELD, AND AN FY 1978 SHOW WOULD BE IDEALLY TIMED TO CATCH MOMENTUM GAINED SINCE JUNE 1976 EXHIBITION.

(2) PROMOTIONAL VEHICLE: TC SHOW

(3) RESEARCH: AUGUST 1976

F. ENERGY SYSTEMS

(1) RATIONALE: THE CONTINUING EXPANSION OF IRAN'S POWER NETWORK AND THE INCREASING FUNDS DEVOTED TO SAME INDICATE EXCELLENT PROSPECTS FOR AN FY 1978 REPEAT ON THIS THEME.

(2) PROMOTIONAL VEHICLE: TC SHOW

(3) RESEARCH: AUGUST 1975

G. MATERIALS HANDLING/WAREHOUSING EQUIPMENT AND SYSTEMS

(1) RATIONALE: PORT AND RAILROAD EXPANSIONS, SCHEDULED TO BE OPERATIONAL IN 1979, MAKE WAREHOUSING AND MATERIALS HANDLING EQUIPMENT A TIMELY THEME. ALSO, GOI PLANS VARIOUS WAREHOUSE PROJECTS, PRIMARILY FOR COMMODITIES, ONCE BUDGET ALLOWS FOR ADDITIONAL NEW PROJECTS.

(2) PROMOTIONAL VEHICLE: TRADE MISSION

(3) RESEARCH: NONE

H. GOVERNMENT ELECTRONICS: THEME WOULD COVER RANGE OF ELECTRONICS EQUIPMENT PURCHASED BY VARIOUS GOI END UNCLASSIFIED

UNCLASSIFIED

PAGE 03 TEHRAN 07343 191343Z

USERS, E.G. AVIONICS, METEOROLOGY, RADIO-TV, ETC.

(2) PROMOTIONAL VEHICLE: TRADE MISSION

(3) RESEARCH: NONE

I. AGRICULTURAL EQUIPMENT:

(1) RATIONALE: MODERNIZATION OF AGRICULTURE IS MAIN FOCUS OF GOI DEVELOPMENT PLANS. END USER INTEREST IN MECHANIZED EQUIPMENT, CHEMICALS, SPRINKLER SYSTEMS, ETC. IS STEADILY INCREASING SINCE AGWA FOOD FAIR

IN NOVEMBER 1975 ON SAME THEME.

(2) PROMOTIONAL VEHICLE: PARTICIPATION IN AGWA FOOD FAIR, SPONSORED BY IRAN INTERNATIONAL FAIRS AND EXHIBITIONS CORP., SCHEDULE 28 OCTOBER-4 NOVEMBER 1976. USDOC AND USDA HAVE ALREADY INDICATED INTEREST IN PARTICIPATING.

(3) RESEARCH: FEBRUARY 1975

J. MACHINE TOOLS

(1) RATIONALE: INCREASING INDUSTRIALIZATION OF IRAN MAKES THIS TIMELY TOPIC.

(2) PROMOTIONAL VEHICLE: NMTBA SOLO AT IRAN INTERNATIONAL FAIRS AND EXHIBITIONS CORPORATION FACILITIES SCHEDULED 6-10 NOVEMBER 1976.

(3) RESEARCH: WILL BE UNDERTAKEN BY NMTBA.

2. ALTERNATIVE THEMES FOR TC SHOWS: EDUCATIONAL SYSTEMS (RESEARCH JUNE 1976), BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT (RESEARCH DECEMBER 1976), BUSINESS EQUIPMENT AND SYSTEMS (RESEARCH DECEMBER 1975), AMERICAN FURNITURE (RESEARCH JULY 1975), METAL WORKING AND PROCESSING EQUIPMENT (NO RESEARCH), MINING EQUIPMENT (RESEARCH SEPTEMBER 1974).

3. RE RECOMMENDED DATES: IRANIAN HOLIDAYS ARE NOW RUZ MARCH 21-APRIL 2, CONSTITUTION DAY AUGUST 5 AND SHAH'S BIRTHDAY OCTOBER 26. MOSLEM HOLIDAYS FOR FY 78 ARE NOT YET DESIGNATED BUT WILL COINCIDE ROUGHLY WITH FOLLOWING DATES: OCTOBER 8, OCTOBER 23, NOVEMBER 20, NOVEMBER 28, DECEMBER 19, FEBRUARY 5, FEBRUARY 22, JULY 1, JULY 19, AUGUST 23, SEPTEMBER 2. FYI MOSLEM HOLIDAYS NORMALLY MOVE AHEAD 12 DAYS EACH YEAR AND ABOVE DATES HAVE BEEN CALCULATED ACCORDINGLY END FYI.

4. WITH ABOVE IN MIND, TC AND CAGNE ARE PRESENTLY WORKING OUT SCHEDULE FOR TC SHOWS. RE TRADE MISSIONS, POST UNCLASSIFIED

UNCLASSIFIED

PAGE 04 TEHRAN 07343 191343Z

WOULD PREFER SCHEDULING TO BE EARLY DECEMBER, LATE JANUARY, LATE FEBRUARY OR LATE APRIL. OCTOBER-NOVEMBER 1977 PRESENT SCHEDULING DIFFICULTIES AS POST WILL BE INVOLVED IN SUPPORTING AGWA AND NMTBA SHOWS, AS WELL AS POSSIBLY DISMANTLING TITF.

5. RE UPDATING RESEARCH FOR THEMES PROPOSED PARA 1 ABOVE: MRO CAN CONDUCT ALL RESEARCH REQUIRED DEPENDING ON SCHEDULE OTHER RESEARCH ASSIGNMENTS FROM CAGNE.

6. PROPOSED PROMOTON THEMES COINCIDE WITH POST'S FY 78 CCP CAMPAIGN PROPOSALS PER TEHRAN 4536.
HELMS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TEHRAN07343
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760277-0370
From: TEHRAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760743/aaaabloz.tel
Line Count: 167
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 136618
Review Action: RELEASED, APPROVED
Review Authority: hackerp0
Review Comment: n/a
Review Content Flags:
Review Date: 15 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 APR 2004 by ThomasVJ>; APPROVED <31 JAN 2005 by hackerp0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: : FY 78 USDOC/CAGNE TRADE PROMOTION PROGRAM
TAGS: BEXP, IR
To: STATE
COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006